



WLOS Asheville  
110 Technology Dr  
Asheville, NC 28803

Smart Media Group-Alexandria  
814 King St  
Ste 400  
Alexandria, VA 22314

## Contract # 1336725

**Schedule Dates** 10/22/12-10/28/12  
**Advertiser** McCrory for Governor (30707)  
**Agency** Smart Media Group-Alexandria (6613)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** MCCRORY FOR NC GOV (453334)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** Brooks, Michele  
**Phone/Fax** /  
**CPE** MCCR/ORDR/C22C28  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR GOVERNOR  
SHARE 72%

**Date Entered** 07/11/12  
**Last Modified** 07/11/12  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR09765086  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,982.50  
**Net Total** \$22,567.50  
**Sales Tax**

## Asheville (WLOS)

By Broadcast Month	Spots	Rate
Oct. 2012	30	\$26,550.00
<b>Grand Total:</b>	<b>30</b>	<b>\$26,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/22/12-10/22/12	2	:30	11:58:41A- News-News 13 at Noon	1	X							1	\$700.00	\$700.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
2.0	Normal Line / News	10/23/12-10/23/12	2	:30	11:58:41A- News-News 13 at Noon	1		X						1	\$700.00	\$700.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
3.0	Normal Line / News	10/24/12-10/24/12	2	:30	11:58:41A- News-News 13 at Noon	1			X					1	\$700.00	\$700.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
4.0	Normal Line / News	10/25/12-10/25/12	2	:30	11:58:41A- News-News 13 at Noon	1				X				1	\$700.00	\$700.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
5.0	Normal Line / News	10/26/12-10/26/12	2	:30	11:58:41A- News-News 13 at Noon	1					X			1	\$700.00	\$700.00	Asheville (WLOS)	NWS 13 NOON LEVEL 2	7/11/12
6.0	Normal Line / SPOT	10/22/12-10/22/12	2	:30	4:00:30P- Anderson	1	X							1	\$350.00	\$350.00	Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
7.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	4:00:30P- Anderson	1		X						1	\$350.00	\$350.00	Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
8.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	4:00:30P- Anderson	1			X					1	\$350.00	\$350.00	Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
9.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	4:00:30P- Anderson	1				X				1	\$350.00	\$350.00	Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12

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10.0	Normal Line / SPOT	10/26/12-10/26/12	2	:30	4:00:30P- Anderson	1					X			1	\$350.00	\$350.00	Asheville (WLOS)	ANDERSON COOPER LEVEL 2	7/11/12
11.0	Normal Line / News	10/22/12-10/22/12	2	:30	6:30A- 7A (EST)	1	X							1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
12.0	Normal Line / News	10/23/12-10/23/12	2	:30	6:30A- 7A (EST)	1		X						1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
13.0	Normal Line / News	10/24/12-10/24/12	2	:30	6:30A- 7A (EST)	1			X					1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
14.0	Normal Line / News	10/25/12-10/25/12	2	:30	6:30A- 7A (EST)	1				X				1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
15.0	Normal Line / News	10/26/12-10/26/12	2	:30	6:30A- 7A (EST)	1					X			1	\$1,100.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN LEVEL 2	7/11/12
16.0	Normal Line / News	10/27/12-10/27/12	2	:30	6:58:20A- News-News 13 @ 7am Saturday	1						X		1	\$350.00	\$350.00	Asheville (WLOS)	NWS13 SAT MORN LEVEL 2	7/11/12
17.0	Normal Line / News	10/27/12-10/27/12	2	:30	8A- ABC-Good Morning America Saturday	1						X		1	\$500.00	\$500.00	Asheville (WLOS)	GD MRN-SAT-ABC LEVEL 2	7/11/12
18.0	Normal Line / News	10/28/12-10/28/12	2	:30	6:58:20A- News-News 13 @ 7am Sunday	1							X	1	\$350.00	\$350.00	Asheville (WLOS)	NWS13 SUN MORN LEVEL 2	7/11/12
19.0	Normal Line / News	10/28/12-10/28/12	2	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$500.00	\$500.00	Asheville (WLOS)	GMA SUN LEVEL 2	7/11/12
20.0	Normal Line / News	10/23/12-10/23/12	2	:30	4:59P- News-News 13 First News At 5p	1		X						1	\$1,100.00	\$1,100.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/11/12

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21.0	Normal Line / News	10/26/12-10/26/12	2	:30	4:59P- News-News 13 First News At 5p	1					X			1	\$1,100.00	\$1,100.00	Asheville (WLOS)	FIRST NWS AT 5 LEVEL 2	7/11/12
22.0	Normal Line / News	10/22/12-10/22/12	2	:30	5:28P- News-News 13 at 5:30p	1	X							1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
23.0	Normal Line / News	10/24/12-10/24/12	2	:30	5:28P- News-News 13 at 5:30p	1			X					1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
24.0	Normal Line / News	10/26/12-10/26/12	2	:30	5:28P- News-News 13 at 5:30p	1					X			1	\$1,200.00	\$1,200.00	Asheville (WLOS)	NWS13 AT 5 30 LEVEL 2	7/11/12
25.0	Normal Line / News	10/23/12-10/23/12	2	:30	6P- 7P (EST)	1		X							\$1,600.00		Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/11/12
25.0.1	Closed Preempt	10/23/12															Asheville (WLOS)	Client Request/Spot -	
26.0	Normal Line / News	10/25/12-10/25/12	2	:30	6P- 7P (EST)	1				X				1	\$1,600.00	\$1,600.00	Asheville (WLOS)	NWS 13 AT 6 LEVEL 2	7/11/12
27.0	Normal Line / News	10/22/12-10/22/12	2	:30	10:59:56P- News-News 13 11p Late News	1	X							1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
28.0	Normal Line / News	10/24/12-10/24/12	2	:30	10:59:56P- News-News 13 11p Late News	1			X					1	\$1,400.00	\$1,400.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12
29.0	Normal Line / News	10/26/12-10/26/12	2	:30	10:59:56P- News-News 13 11p Late News	1					X			1	\$1,300.00	\$1,300.00	Asheville (WLOS)	NWS13 AT 11 LEVEL 2	7/11/12

## CONFIRMATION CONTRACT

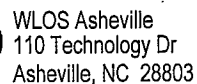
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<b>Brand</b>	MCCRORY FOR NC GOV (453334)
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<b>Sales Office</b>	Millennium Philadelphia
<b>Buyer Name</b>	Brooks,Michele
<b>Phone/Fax</b>	/
<b>CPE</b>	MCCR/ORDR/C22C28
<b>Account Types</b>	National/Political Candidate Agency BRD
<b>Billing Type</b>	Standard
<b>Comments</b>	MCCRORY FOR GOVERNOR MCCRORY FOR GOVERNOR SHARE 72%

Date Entered	07/11/12
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Entered By	Louise Palmer
CO-OP	No
Headline #	ECR09765086
Demo	
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Package Deal	
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Net Total	\$22,567.50
Sales Tax	

<b>Asheville (WLOS)</b>		
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<b>Grand Total:</b>	<b>30</b>	<b>\$26,550.00</b>

[illegible]

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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